

ABSTRACT OF THE DISCLOSURE

In each sub-frame, data writing scanning is performed twice continuously, and then data erasing scanning is performed twice continuously. The applied voltage in the data writing scanning and the applied voltage in the data erasing scanning are substantially equal in magnitude, but opposite in polarity. After a response of the liquid crystal by the first application of voltage, the cell charge decreases and the responsiveness of liquid crystal decreases. However, with the second application of voltage of the same polarity, charges corresponding to the applied voltage are stored again in the liquid crystal cell, and the liquid crystal responds again. A display of a greater number of grayscales than the number of output grayscales of a driver is achieved according to a combination of magnitude of voltages to be applied to the liquid crystal a plurality of times within each sub-frame.